



Rural Innovation Futures

2022 Healthy Communities Conference: Fostering Sustainable Communities in Grey-Bruce



ACCELERATE YOUR SUCCESS



Georgian College's Land acknowledgement

Georgian College acknowledges that all campuses are situated on the traditional land of the Anishnaabeg people. The Anishnaabeg include the Odawa, Ojibwe, and Pottawatomi nations, collectively known as the Three Fires Confederacy. Georgian College is dedicated to honouring Indigenous history and culture and committed to moving forward in the spirit of reconciliation and respect with all First Nation, Metis and Inuit people.

Question:

When you think about the future,
what keeps you up at night?

Some of your guides today...

Nicole Norris / Manager
Centre for
Changemaking and
Social Innovation

Irena Pozgaj-Jones /
Social Impact Fellow

Indranil Udipi / Design
Research Team Member

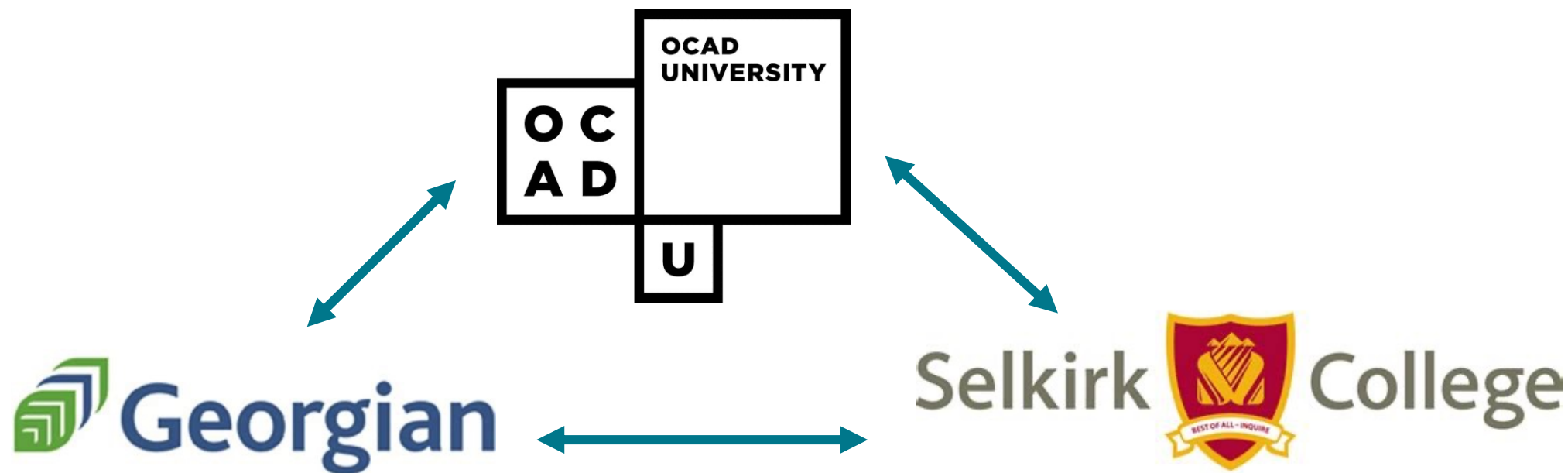
Rhea Nambiar / Design
Research Team Member

Adam Dagenais / Multi-
Media Lab Coordinator

Michele Mastroeni /
Associate Professor
Strategic Foresight and
Innovation, OCAD
University (Dialing In)

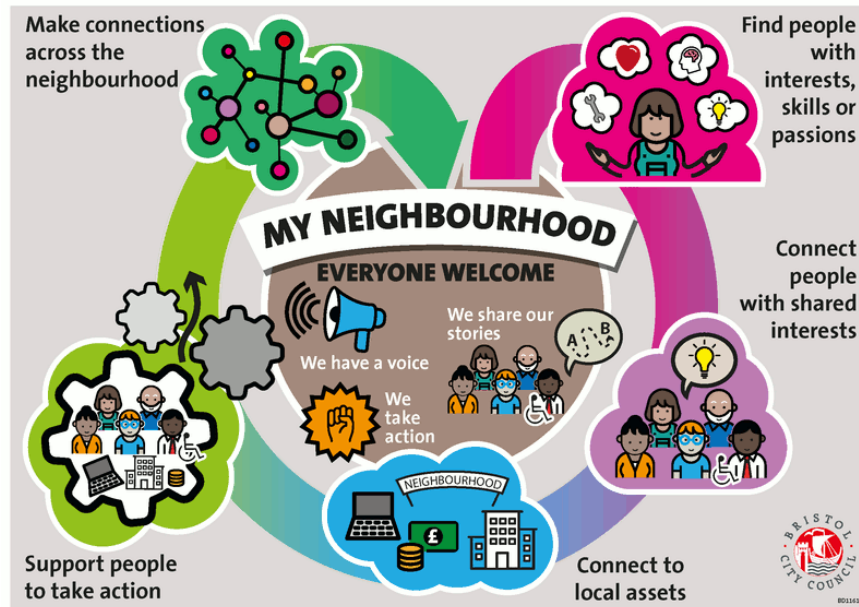
Why are we joining you here today?

Tri-Collaboration SSHRC Research Project



The Research Goal: New Tools to Model Flourishing Rural Futures

We know: rural communities have incredible strengths in their social capital and community relationships.



We know: cocreation approaches used in Design disciplines can help navigate complexity and foster equitable social transformation.



Overview of Georgian's Sessions

AM Plenary Session

- Introduction to Topic – Rural Innovation Futures
- Overview / Outcome of Research
- Activity

PM Workshop Session

- Participatory Activity to work research data

A Few Interesting Documents

Research Consent
Form

“What Happened,
So What, Now
What” Sheet

Visual Design
Canvases

Workshop
Evaluation
Form(s)

Let's get started!

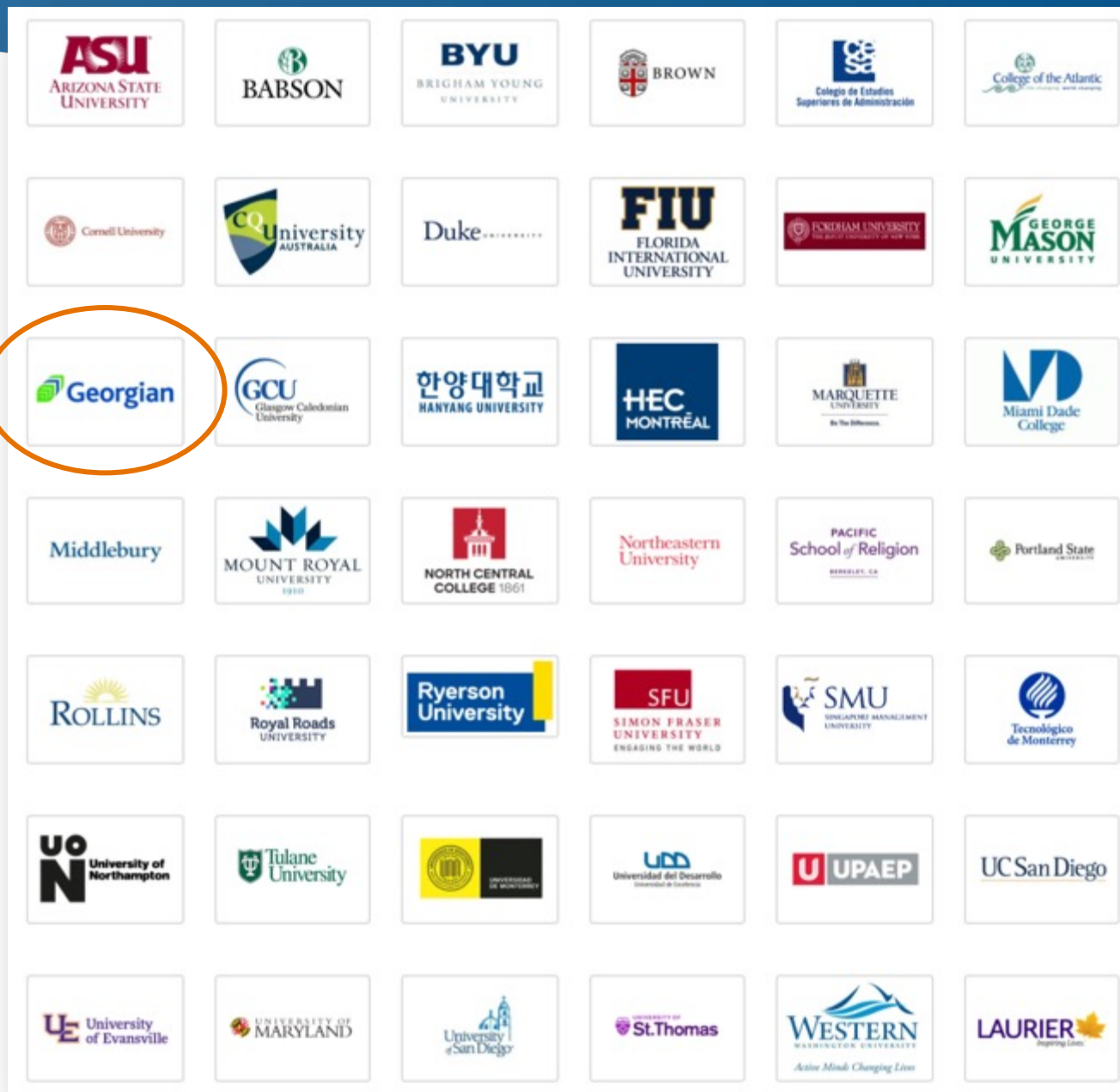


Georgian is an Ashoka U Chagemaker Campus!

Georgian College is the first and only Chagemaker College in Canada.



ACCELERATE
YOUR SUCCESS



It acknowledges we need to work together



President and CEO Dr. MaryLynn West-Moynes, Neh Thakker, a Computer Programming and Analysis student and Suzie Addison-Toor, Director of Student Success and Social Innovation.

SUSTAINABLE DEVELOPMENT GOALS





Co-Design within and for complex systems.

Collaborate
MORE.

COLABORATORY

Sociology Liberal Arts Human & Community Services Social Entrepreneurship Entrepreneurship Technology Engineering Health Sciences

Centre For Changemaking
and Social Innovation

Henry Bernick Centre
For Entrepreneurship

Research
and Innovation



FLOURISHING ECONOMIES AND COMMUNITIES

THEORY OF
CHANGE



Georgian graduates are employed and contribute to the capacity of Flourishing economies and communities

Organizations use 'Flourishing' strategies to increase value-driven work in our communities and economies.

Skills & Mindsets

Project-Based Learning

Tools & Resources



Students



Faculty



Community



Build partners' capacity to hire Georgian College graduates.



Create opportunities for faculty to build their understanding and teaching of social innovation.



Professional development and networking opportunities for non-profits related to social entrepreneurship.

INNOVATE TOGETHER AGENDA



Build organizational capacity to capitalize upon the use of social finance and impact investing.



Increase internal and external system capacity to provide skill-building, experiential learning opportunities.



Conduct research on social innovation and social entrepreneurship skills and mindset acquisition.



Evolving forward

Innovative Collaboration and Strong Foundations

Flourishing Communities

Flourishing Economies

Alternative
Field Placement
ECE, SSWK, CYC
CJSR



Regional Social
Enterprise
Development
and Capacity
Building



The Community Impact Lab Network.

A framework where community innovates together

Diverse
Stakeholders



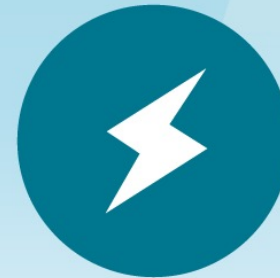
Bring a
complex issue

Community Innovation
Methods



Support co-creating
and co-designing

Open Source
Platforms



Democratize and
mobilize knowledge,
tools and resources

Accessible
Spaces

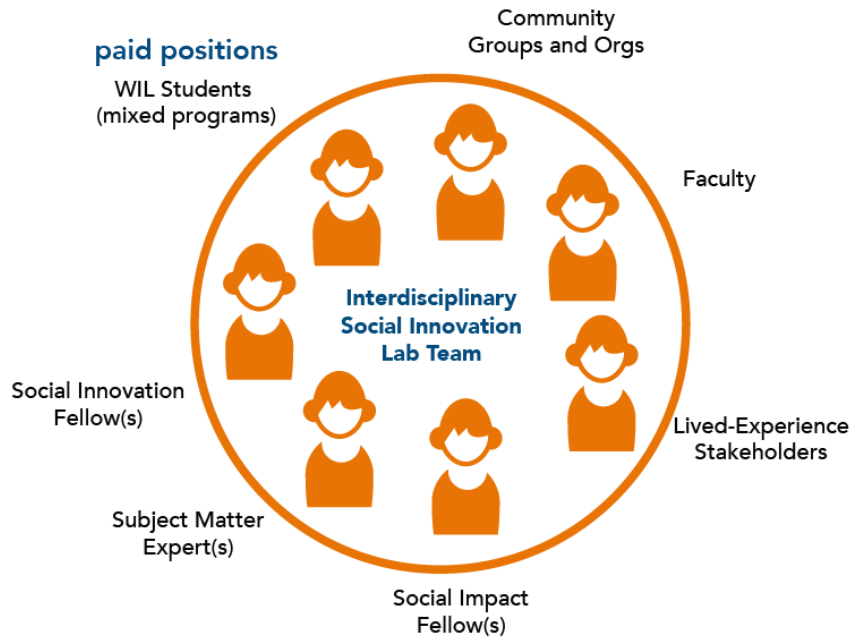


Convene. Share.
Prototype. Catalyse

INNOVATE TOGETHER AGENDA



Diverse Stakeholders



Community Innovation Methods



Accessible Spaces



Open Source Platforms



SUSTAINABLE DEVELOPMENT GOALS





**Elderly and
Social Isolated Lab**



CURRENT PROJECT

Sponsor: Waypoint Centre for Mental Health Care

Extend Virtual Care to Central Ontario Health Team for Specialized Populations Frail & Isolated Seniors



**Climate Action
Lab**



CURRENT PROJECT

Sponsor: Drawdown Toronto & CICAN

Project to explore applying the Drawdown framework to food miles and waste across our region



**Affordable
Housing Lab**



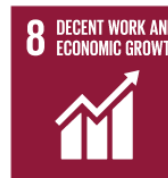
CURRENT PROJECT

Sponsor: County of Simcoe

Social and Community Services Division



**Rural
Innovation**



FUTURE PROJECT

Sponsor: TBD

Pre-Lab development and design for a Rural Community Smart Specialization Lab





Connect Us

A Digital Engagement Program



A Community Impact Lab Project currently in progress!



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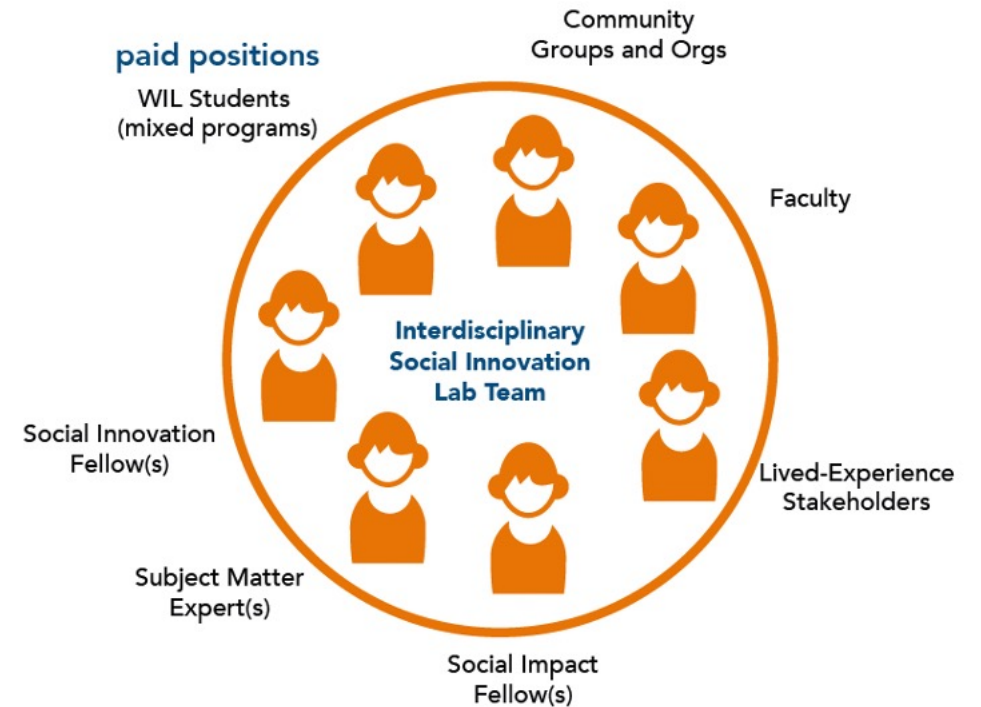


Central Ontario Health Team for
Specialized Populations



Community Working Group Stakeholders

- Waypoint Centre for Mental Health
- Alzheimer's Society
- 211 Community Connections
- Catholic Family Services
- Georgian Therapeutic Rec





Community Impact Lab Methodology:

Design Action Research embedded within Community Participatory Action Research

Cycle 1: Explore



Themes
Patterns
Signals
Existing Models

Diverging
Stakeholder Mapping
Primary & Secondary Research
Sensemaking
Possible Futures
Systems Mapping

Cycle 2: Form



Remix
Redesign
Reconfigure
Remodel

Converging
Ideation
Futuring
Rapid Prototyping
Developmental Evaluation

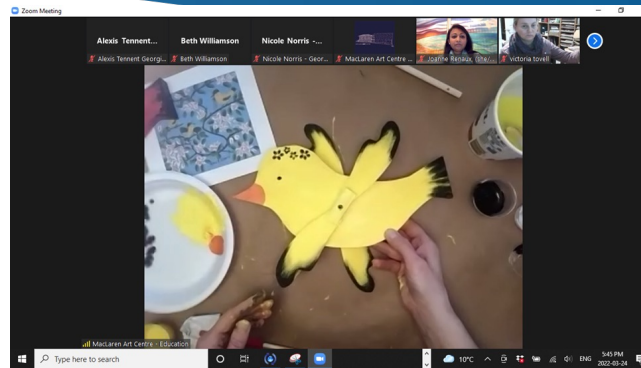
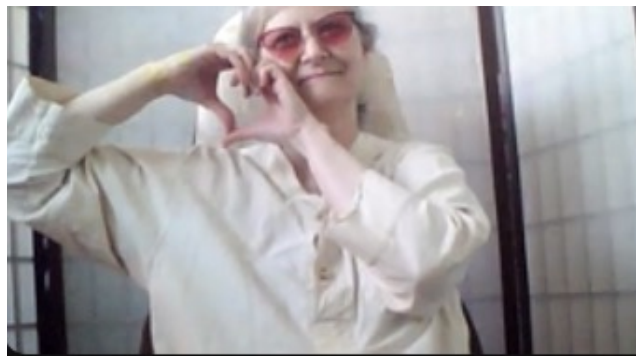
Cycle 3: Deploy



New Models
New Tools
New Data
New Future

Changemaking
Pilot
Knowledge Mobilization
Evaluation
Sustainability Strategy

Online Whirligig Event April 2022

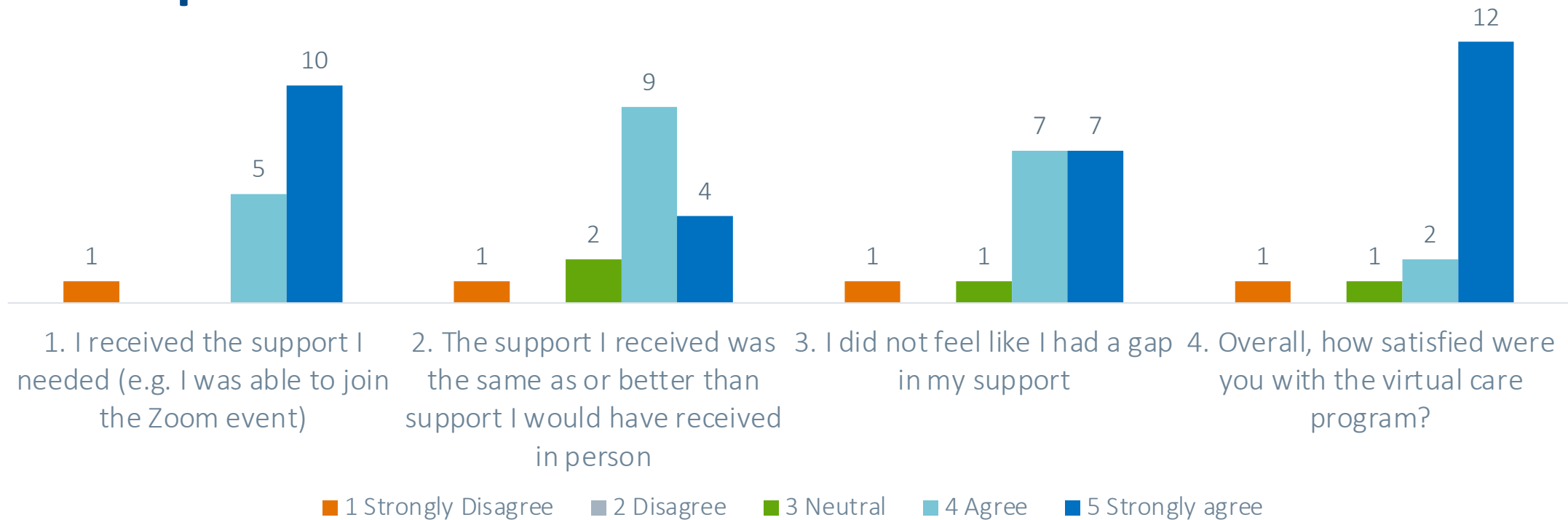


Cycle 1: Explore



- Themes
- Patterns
- Signals
- Existing Models

Participant Event Feedback n=16



Cycle 1: Explore



Themes
Patterns
Signals
Existing Models

Considering what you have learned so far, what possibilities do you see for yourself in the future in terms of using technology and online resources:

connecting with family,
**games online, uploading
images** to computer for
future resources

using Facebook to
connect with family
and reach out

I would like to learn more - how to
do some **online shopping**, how to use
Kijiji, send an email, maybe **listen to
Music**

know how to set it up
a personal zoom
meeting link to **share
with other people**

having another
way to connect
with family and
being able to
**place orders
online**

zoom, skype and
messenger calls to
family- access to **YouTube**
and **outside resources**

Cycle 1: Explore



Themes
Patterns
Signals
Existing Models

What we've learned from Cycle 1...

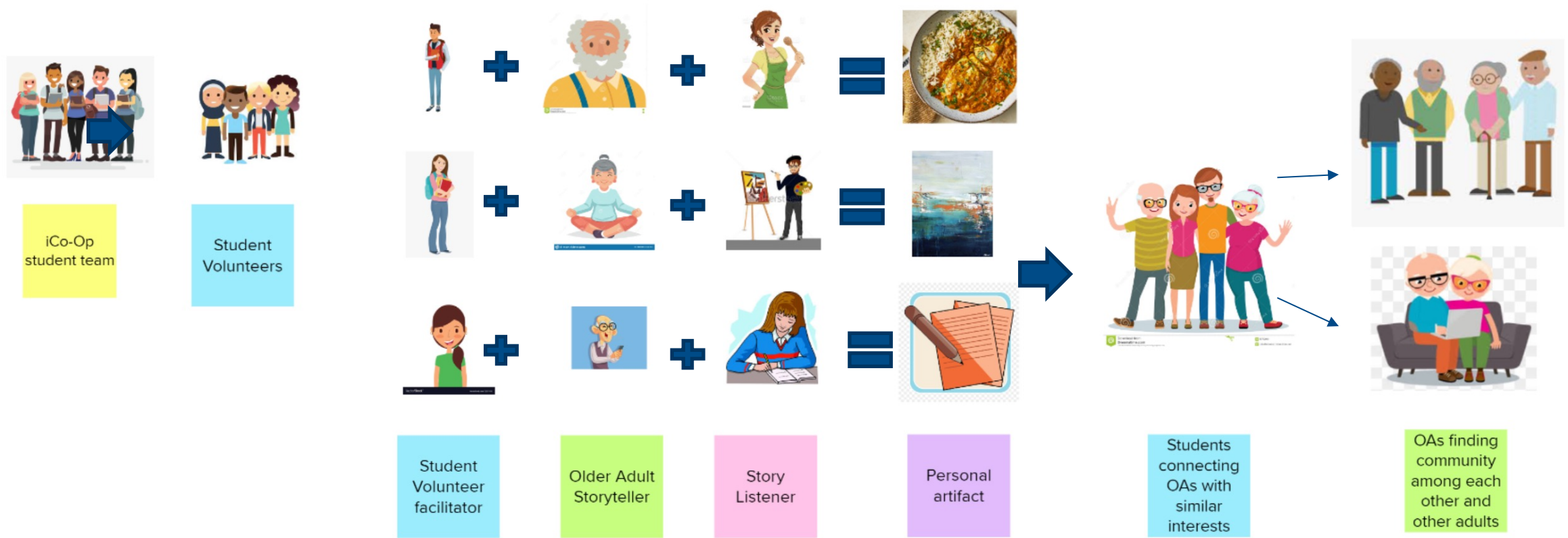
- Student volunteers also felt more connected
- Challenged our assumptions: some Older Adults already ARE proficient
- Volunteers need some resources/support to learn technology
- Coordinating/scheduling is a significant component
- Need extra time for initial connections
- Stakeholders and programs are silo'd
- There are a lot of 'existing community assets' in the space but how do we connect them to tackle the issue

Cycle 1: Explore



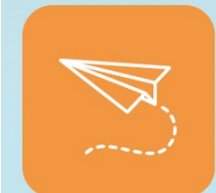
Themes
Patterns
Signals
Existing Models

Cycle 2: Connect Us – Prototype of Living Library Concept



What we learned from Cycle 2...

- Engagement with all stakeholders takes a lot of time and energy – there is no quick fix and we can only move at the speed of the humans in the system.
- Through the process we uncovered many community assets and knowledge that was not previously identified until we understood what we were looking for – stakeholders had to see the concept in action and say “you know who does that well...”
- We had to go back and reframe our scope for the getting the prototype to feasible pilot.
- Invited new ‘uncommon’ stakeholders to help launch the pilot and test our prototype.





Cycle 3: Deploy



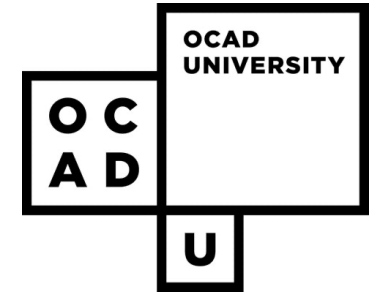
New Models
New Tools
New Data
New Future

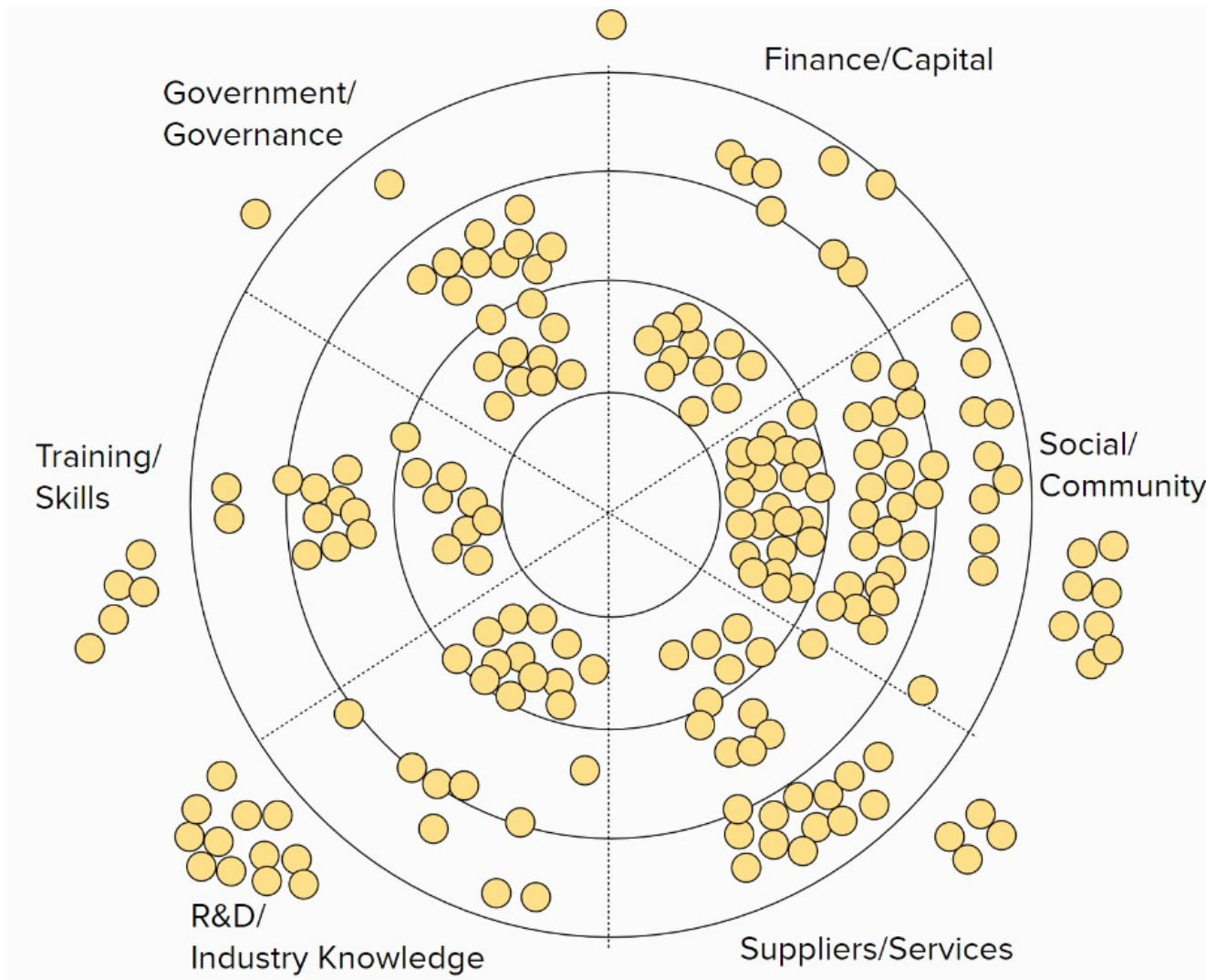
Exploring a *future* Rural Innovation Lab.



Laying the foundation through research

- For far too long communities outside the main urban centers have been neglected in terms of government innovation strategies and support.
- Smaller communities are important for the Canadian economy are many times in need of rejuvenation.
- Can we develop tools based in co-design and co-creation approaches to help communities identify their own strengths and enable the conditions for flourishing.





From 18 interviews with participants across Owen Sound and Grey-Bruce County

Strengths

- Social Capital: supportive community, cooperation
- Best of rural life:
 - Low cost of living
 - Low crime rate
 - Peaceful
 - Dedicated, hardworking
- Basic infrastructure/ services
- Natural resources/green spaces
- Opportunity for development, open for innovations

Themes / Opportunities for Innovation - generated from interviews

Population:

- Aging population;
- people in their 20s/30s/40s, exiting
- Lack of safety for people in difficult situations as everyone knows everyone in rural areas
- There are still bias existing such as racism, islamophobia, anti-Semitism

Economics:

- High level of poverty;
- low tax base; high tax rates
- Lifestyle (people don't want to work overtime, need of people 24/7)
- Lack of livable wage
- Lack of sustainable livelihood
- Rural areas are missing out on a lot of funding opportunities

Labour shortages:

- Food and beverage sector is struggling with labor shortage
- Need technical experts; engineering, technology
- Shortage of skilled trades: carpenters and plumbers and electricians
- Services: restaurants, resorts, hotels, motels, coffee shops
- nurses

Innovation:

- mindset that creates roadblocks innovation
- Old patterns of thinking need to be changed in Owen Sound
- There is a fear of change
- Lack of leadership
- Being able to find people who understand social enterprise
- There are a lot of innovate initiatives and partnerships already happening.
- Pandemic changed mindsets RE using technology for remote meetings – more accessible now.

Infrastructure and Services:

- Lack of serviced industrial land for new investments
- Poor internet
- Lack of infrastructure; aging infrastructure; need land use planning
- *Housing crisis; high housing cost; insufficient housing, not enough rentals
- Grey-Bruce is removed enough from other urban centres that it has its own cultural components, like a symphony, a little theater, music venues.
- *Transportation; limited public transit
- Child care
- Food supply issues
- Homelessness: lack of emergency shelters and transitional housing (motels are used for emergency shelter)

Now what?

Let's use the data to explore
designing a flourishing Rural Future

Activity – AM Plenary

Community Map

Completed during 10:15am Plenary at Tables

Organization or Institution Representing that developed this map:

GOAL:

Step 1 - Discuss and identify the key actors/agents (organizations, groups, individuals, human and non-human) across your community

Step 2 - Have participants locate these actors/agents within their respective ecological system in the community and then place in relationship to community influence vs. community knowledge.

Education

Cultural or Social Group

Gov't

Private

Non-Profit

Social Enterprise / Cooperative

Other (Please label)

Community Knowledge Narratives

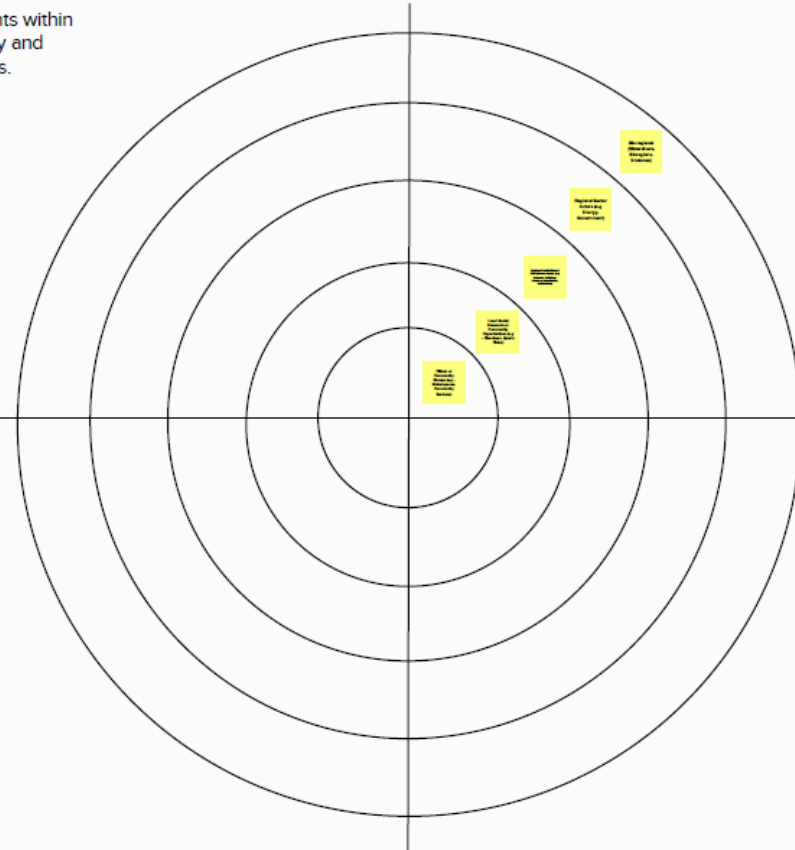
Actors that Develop Knowledge

Actors that Apply Knowledge

Community Innovation Narratives

Social & Cultural Narratives

Actors that Influence Governance & Policy



Actors that influence on Funding / Finance flows

Economic + Technical Narratives

Activity – PM Workshop

Future States, Innovate Together

Completed during 2pm Workshop Session

Organization or Institution Representing that developed this map:

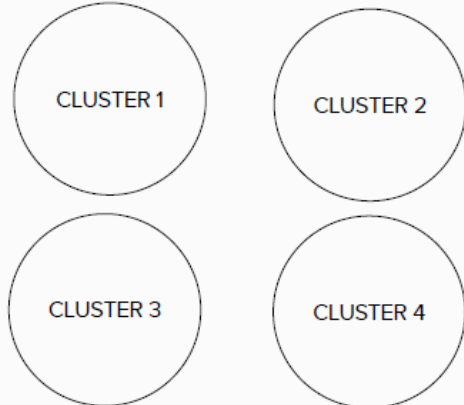
GOAL:

Step 1 - As a group determine from the Themes/Opportunities generated through the regional interviews, what is a priority issue that needs to be focused on currently. Place this in the Problem Context box below.

Step 2 - From your Community Map, identify end cluster actors that might create uncommon relationships to establish new smart specialisation collaborations based upon their relationships to knowledge vs. influence (see if you can get 3-4 actors that can cover each quadrant regardless of their role in your community)

Problem Context

Select individual actors and cluster them into uncommon or counter-intuitive collaborations that might be able to innovate around this issue?



GOAL - Let's now see how your clusters might innovate together to identify how the needs of your community might be communicated or met based upon the collaboration of each actor in your selected cluster.

Step 1 - In your group dialogue determine a date approximately 5-20 years from now, and explore what change might look like if your cluster was able to successfully tackle the issue you selected. Describe what this Idealized Future State might look like socially, politically, economically, culturally and environmentally. TIP - Try to writing it from the perspective of a future news headline...

Step 2 - Once you have a good description of your Idealized future state, work together to explore how the Cluster(s) selected, innovated together to achieve the future described

Idealized Future State

How Did We Get There, Together?

Date In Future	Our Milestones	Our Outcomes	Our Activities	Our Accountabilities	Impact	Contributions & Knowledge Mobilization
If a collaborative future innovation was created around this issue, how would community strengths be used to achieve this...	What were the milestones (good or bad) our cluster(s) achieved together in each area?	What were the outcomes our cluster(s) achieve as a result of the milestones (good or bad)?	In order to achieve these outcomes what activities did our cluster(s) undertake and WHY? Did we harm any human or non-human groups	As a result of our activities we undertook, who and what did we have to be accountable to locally, regionally, provincially, nationally, environmentally	What did we learn through our uncommon collaboration, who else supported us, what key actors/agents (organizations, groups, individuals, human and non-human) did we create value for or destroyed value for?	How, when and where did we use this work to ensure the perspective of rural strengths and opportunities was used to contribute to provincial and/or national innovation conversations, agendas or policies?
Socially						
Politically						
Economically						
Culturally						
Environmentally						

Consent Form: Community Participatory Workshop

- Workshop Goals
- What's Involved
- Potential Risks and Benefits
- Confidentiality
- Voluntary Participation
- Publication of Results
- Contact Information and Ethics Clearance



Activity - Community Map